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ONESEARCH: The Future Hybrid Search Marketer

Jay Middleton (#jayiii)

Director, Global Search Marketing

Adobe Systems, Inc.

The leading industry event by digital marketers for digital marketers

Agenda: The Future Hybrid Search Marketer

- ONESEARCH:
 - Scope & the Evolution of Search at Adobe
 - ONESEARCH Strategy, Benefits & Challenges
 - Building a Global ONESEARCH Team
 - Case Study
- Key Takeaways for the Future Search Marketer:
 1. We need to think differently about the future of Search Marketing
 2. A consistent experience across all search (and all media) will be critical
 3. Future Search Marketers need to become experts across all search disciplines

ONESEARCH: Adobe Global Search scope

SEM

- ❖ 32 programs, 31 countries
- ❖ 1.6M kws, 14K ad copy rotations
- ❖ 650 LPs
- ❖ 215 paid search accounts utilizing:
 - ❖ AMO, AAM, AA, AEM, Target

SEO

- ❖ 15K top priority KWs & URLs
- ❖ 30+ domains, subdomains, & microsites
- ❖ 90 countries optimized utilizing:
 - ❖ BrightEdge, AA, AEM, GWT

Site Search

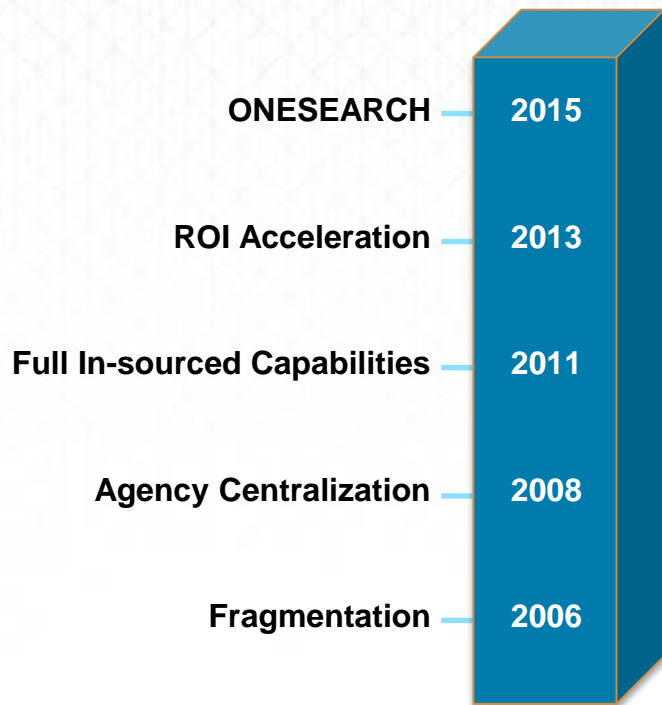
- ❖ 10M kws
- ❖ 1.8M pages
- ❖ 11 major sites utilizing:
 - ❖ Search & Promote, GSS



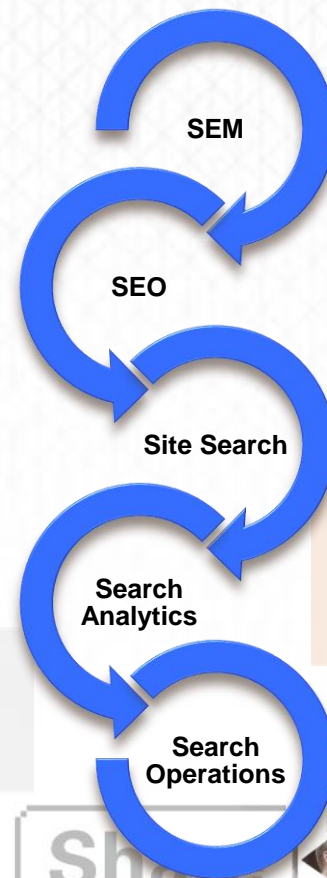
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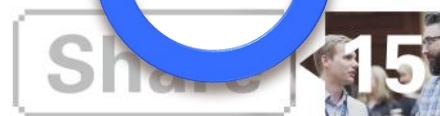
Evolution of Search at Adobe



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ONESEARCH: Strategy, Benefits & Challenges

ONESEARCH Mission:

- To align all of the pillars of search marketing – SEM, SEO & Site Search
- One Team + One Plan + One Dataset = One consistent customer search & brand experience

ONESEARCH Benefits:

- \$\$\$: Higher conversions, more revenue, less cost
- Consistent, end-to-end Adobe branded search experience
- Maximum utilization of search engine listings real estate
- Full Attribution: Aligned with all other marketing & web channels

ONESEARCH Challenges:

- Data visibility into all search (and other media) channels
- Sourcing talent experienced in all search disciplines
- Training the future hybrid search marketer

ONESEARCH



Building a Global ONESEARCH Team

- **Aligned Team:**
Global ONESEARCH Team Organization Structure
- **Data Visibility & Analysis:**
ONESEARCH data platform for all search
- **Training & On-boarding**
- **“Skin in the Game”:**
Shared ONESEARCH objectives
- **Full Marketing Attribution:**
Alignment with other Marketing channels



ONESEARCH



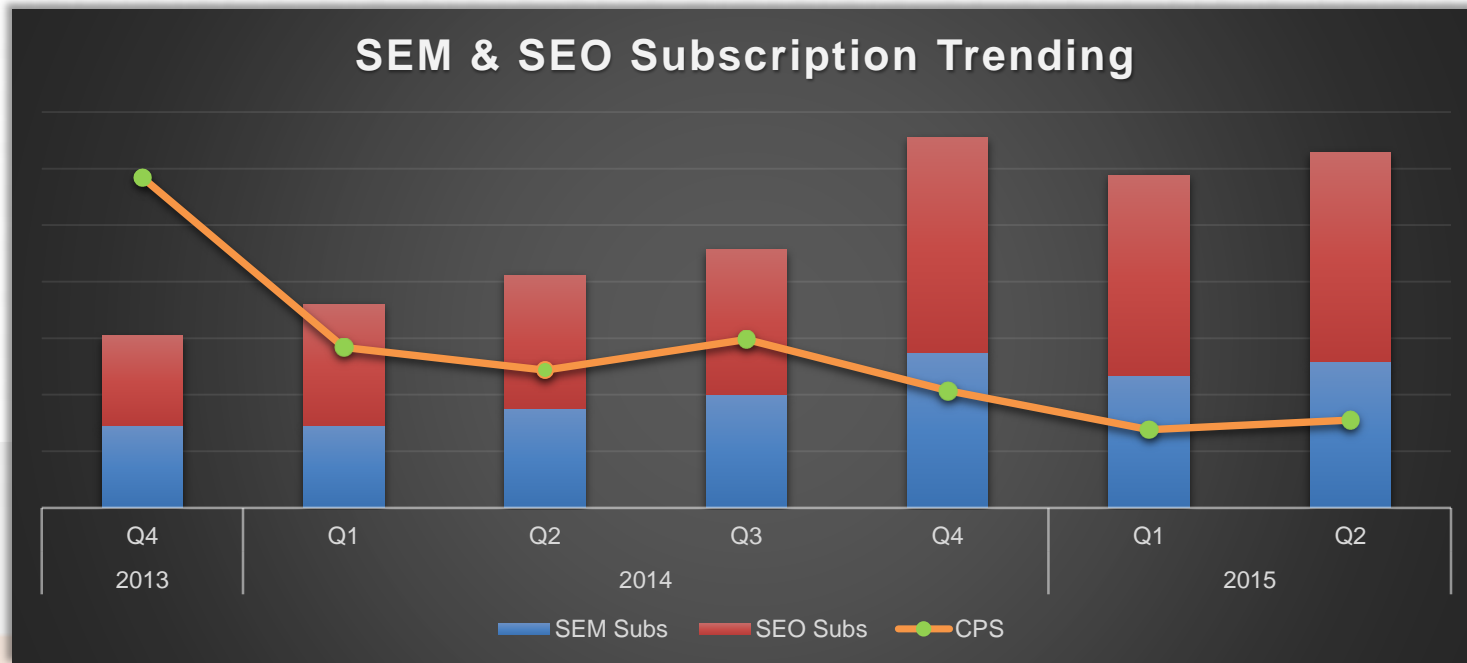
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ONESEARCH: Case Study



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- Adobe's ONESEARCH strategy & re-organization led to:
 - 73% decrease in cost-per-subscription
 - +106% increase of subscription volume
 - 45% in SEM spend

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Practical Takeaways

- Key Takeaways for the Future Search Marketer:
 1. We need to think differently about the future of Search Marketing
 2. A consistent experience across all search (and all media) will be critical
 3. Future Search Marketers will need to become experts across all search disciplines

Thanks!

- ❖ Jay Middleton:
 - ❖ Twitter: #jayiii
 - ❖ LinkedIn: https://www.linkedin.com/profile/viewid=AAMAAACBs5MBmCgdKOPQc9AFdGB_Yf_SdqH2ggM&trk=hp-identity-name
- ❖ The Future Hybrid Search Marketer Blogs:
 - ❖ The New Search Marketer: The Ultimate Prize Fighter:
 - ❖ <http://blogs.adobe.com/digitalmarketing/search-marketing/new-search-marketer-ultimate-prize-fighter/>
 - ❖ SEO & PPC: One Happy Search Family:
 - ❖ <http://blogs.adobe.com/digitalmarketing/search-marketing/seo-ppc-one-happy-search-family/>
 - ❖ The Recipe Behind the New Search Marketer:
 - ❖ <http://blogs.adobe.com/digitalmarketing/search-marketing/recipe-behind-new-search-marketer/>
 - ❖ Developing the Mindset of the New Search Marketer:
 - ❖ <http://blogs.adobe.com/digitalmarketing/search-marketing/developing-mindset-new-search-marketer/>

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